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### Sign up for MAC's eNews

Between the bi-monthly issues of the State of the Arts, our staff publishes four separate e-newsletters with opportunities and information:

- Artists' email newsletter
- Arts Educators' email newsletter
- Arts Organizations' email newsletter
- Public Artists' email newsletter

Our eNews contain information that has deadlines that are too short to make the *State of the Arts*. If you'd like to sign-up for one or more of these, please offer us your contact information and what you'd like to receive at: [art.mt.gov/resources/resources\\_soasubscribe.asp](http://art.mt.gov/resources/resources_soasubscribe.asp) or send us an email at: [mac@mt.gov](mailto:mac@mt.gov).

## ARNI'S ADDENDUM

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### Audience-building inspiration

The Montana Association of Symphony Orchestras met in May at the Grand Union Hotel in Fort Benton for a two-day retreat with Doug Kinzey, president of Audience Strategies for Arts, Inc. out of Dallas, TX. Doug has been in the marketing business for decades, and he presented some ideas that resonated soundly with this group.

He talked a great deal about a concept he terms a "Think Tank" that can be an extremely powerful tool to not only address problems but also be of mutual benefit for everyone involved. It also goes a long way in building relationships that can develop into new supporters.

And the very best thing about it? It doesn't cost anything!

#### Think Tanks

The mission of a Think Tank is to continuously research and develop external resources through win-win collaborative partnerships with media, retail, service, technology and businesses based on organizational needs and issues.

So, let's say you have a problem, such as sales are down this year. For your Think Tank, pull together other businesses that are in the selling business – a local grocery store or other merchants, a newspaper or media advertising person, someone with e-commerce expertise, an artist from your own organization and an audience member. Or it could be a local sports team marketer, an ad agency, a bookstore, the marketing director for a shopping mall, a local appliance company or a restaurant owner. Be creative with the goal of thinking of individuals who might face the same challenge you're trying to address.

You can start with three people, being careful not to double-up on people in the same field or business who might be in competition with each other. Doug recommends not having a group larger than 10 people.

Plan to meet four times a year. Talk about what your organization's needs and strategic issues you're facing. Brainstorm community

-based resources to address these needs and issues. In the process, you'll create a pool of professional expertise.

Doug also reiterated that one must go about this systematically. It's not a one-shot thing.

Doug's Think Tank Logistics are:

- Identify a high-profile chairman;
- Invite non-competing participants based on the organization's resource needs and strategic issues;
- Set a specific agenda and have a topic for that session;
- Briefly share organizational success;
- Meet at a convenient time; and
- Establish immediate next steps.

#### Specific audience-building ideas and fun facts

• Look at the integration of sponsors into your season planning in order to discuss what might be joint goals you could accomplish together and determine if there are joint initiatives you could do.

• Membership or season subscription renewal – think about this: Should you renew someone who has been with your organization for 10 years the same way you renew someone who has been with you one year?

• Doug believes very strongly in snail mail. There is a distrust in email because of so much spam and people are bombarded by it. Email can work, but if you want the highest readership, rely on snail mail.

**The mission of a Think Tank is to continuously research and develop external resources through win-win collaborative partnerships**

– Doug Kinzey

- Messages in direct mail need to be able to be seen and read between the time a person goes from their mailbox to the garbage can.
- If you've been doing paid advertising and then pull back, there is a negative result.
- One of his clients had enormous success having the cover letter for subscription renewal come from one of the musicians in the orchestra. This could be altered for any type of arts organization.

• Another of Doug's clients pulled back their newsletter from a four-time-a-year publication to once a year. Instead they

sent out postcards several times a year with four to five bullets that promoted upcoming productions with a "do-you-know" set of questions to pique interest.

• The best way to keep young professionals interested in your organization is to involve them in something they care deeply about.

• To make subscription renewal easy, Doug recommends considering a "no-money-down" approach. No season brochure is required for this phase of the campaign. There is an easy order form included in the performance program of the last concert or two of the season or located in the lobby. All people have to do is check a box as to whether they would like to renew their subscription or write what they'd like changed. The arts organization tells them they will be billed in three months.

Stage announcements are made about the offer, with brief info on the season and, if possible, some excerpts to build excitement. Drop stations are located in the lobby for people to submit their order forms.

• The average American gets 35,000 ad messages every 24 hours.

• In writing your letters, anything important should be at the lead of the letter because people don't read fully – they skim. Use bullets and lots of white space.

Many thanks to Doug Kinzey for sharing his vast experience, of which only the tip of an iceberg is included here.



## Ten artists inducted into Montana Circle of American Masters

By Cindy Kittredge  
MAC Folk Arts and Market  
Development Specialist

The best of Montana's rich heritage in the folk arts was celebrated at an induction ceremony for 10 Montana Circle of American Masters in the Visual Folk and Traditional Arts in the Old Supreme Court Chambers of the State Capital in Helena on April 25. A reception followed in the Capitol Rotunda.

Artists honored by the Montana Arts Council were: Glenn Brackett, Butte, bamboo fly-rod maker; Rick Dunkerley, Lincoln, bladesmith; Scott Enloe, Great Falls, canoe and furniture builder; Howard Knight, Stevensville, leather artist; Gordon McMullen, Bozeman, wood turner; Jay Old Mouse, Lame Deer, traditional flutemaker; Birdie Real Bird, Garryowen, beadwork artist; Jim Rempp, Missoula, bowyer; Marilyn Stevens, Trego, basketweaver; and Brenda Yirsa, Big Sandy, quilt artist.

MAC member Mark Kuipers welcomed the artists and supporters to the event, and Old Mouse opened the ceremony with a traditional song played on his Cheyenne flute. Cindy Kittredge, MAC Folk Arts and Market Development Specialist, served as Mistress of Ceremony and Kuipers presented the awards.

Induction into Montana's Circle of American Masters recognizes Montana's visual folk artists for the artistic excellence in their work and for their contributions to the state's visual traditional and folk arts heritage.

After learning their art informally, these artists have worked to preserve their art forms through sharing and teaching. Through the excellence of their work, these individuals and their work become a reflection of the physical



Montana Circle of American Masters inductees, honored at a ceremony April 25 in Helena, include: Back row (left to right): Rick Dunkerley, Lincoln; Scott Enloe, Great Falls; Howard Knight, Stevensville; Jay Old Mouse, Lame Deer, and Birdie Real Bird, Garryowen. Front row: Glenn Brackett, Butte; Brenda Yirsa; Marilyn Stevens, Trego; and Barbara McMullen representing Gordon McMullen, Bozeman.

and social landscapes of their culture.

In addition to the ceremony, artists designated as MCAM artists may use the MCAM label on their work. They have the opportunity to teach their art through demonstrations and workshops and to share their knowledge and work in a number of ways, including on the MAC website. In addition to acknowledgement through interviews, they will gain exposure in promotional and educational venues; and, as funding permits, their work is photographically recorded.

For inclusion in this program, which showcases the work of Montana's traditional arts, an individual must be a practicing visual folk artist. Montanans are encouraged to visit the MAC website ([www.art.mt.gov](http://www.art.mt.gov)), to check MCAM eligibility requirements and download the guidelines and nomination form.

Recommendations and supporting information are gathered year round, and there is no application deadline. When the registration form is completed, it is submitted for review in the respective field of the nominee, with the Montana Arts Council acting on that recommendation.

For more information about the program or for help in the nomination process, contact Kittredge at 406-468-4078 or [skittredge@mt.gov](mailto:skittredge@mt.gov).

### STATE OF THE ARTS

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*State of the Arts* welcomes submissions of photographs, press releases and newsworthy information from individual artists and arts organizations.

Please check with the Montana Arts Council for reprint permission.

**Deadline:** The deadline for submissions is July 25, 2014, for the September/October 2014 issue. Send items to: Montana Arts Council, PO Box 202201, Helena, MT 59620-2201; phone 406-444-6430, fax 406-444-6548 or email [mac@mt.gov](mailto:mac@mt.gov).

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